

WE CLAIM:

1. A method for generating a personalised sales web-site for an end user, said method comprising the steps of:

- 5 a) generating a custom web-site for a particular sales campaign, said custom web-site enabling electronic access by the end user;
- b) collecting and storing one or more first events, said first events defining the end user's interaction with the custom web-site;
- c) generating a personalised sales web-site, said personalised sales web-site being a web-site created according to parameters based on the collected first events and the particular sales campaign;
- 10 d) sending a message including an identifier to the end user, said identifier enabling the end user to locate the personalised sales web-site, the end user subsequently being able to electronically access the personalised sales web-site; and
- e) collecting and storing one or more second events, said second events defining the end user's interaction with the personalised sales web-site; wherein the collected and stored first and second events can be used to generate a second personalised sales web-site.

20 2. The method according to claim 1, wherein the custom web-site or the personalised sales web-site or both, comprise rich media content.

25 3. The method according to claim 1, wherein end user interaction with the custom web-site and the personalised sales web-site occurs via a global communication network.

30 4. The method according to claim 3, wherein the global communication network is the Internet.

5. The method according to claim 1, wherein the identifier is a hyperlink.

6. The method according to claim 1, wherein the end user is identified by an email address or other personal identifier.

7. The method according to claim 1, wherein said first events further comprise personal end user information.

5 8. A system for generating a personalised sales web-site for an end user, said system comprising:

- a) means for generating a custom web-site for a particular sales campaign, said custom web-site enabling electronic access by the end user;
- b) means for collecting and storing one or more first events, said first events defining the end user's interaction with the custom web-site;
- c) means for generating a personalised sales web-site, said personalised sales web-site being a web-site created according to parameters based on the collected first events and the particular sales campaign;
- d) means for sending a message including an identifier to the end user, said identifier enabling the end user to locate the personalised sales web-site, the end user subsequently being able to electronically access the personalised sales web-site; and
- e) means for collecting and storing one or more second events, said second events defining the end user's interaction with the personalised sales web-site;

20 wherein the collected and stored first and second events can be used to generate a second personalised sales web-site.

9. The system according to claim 8, wherein a central relationship system provides a means for storing said first and second events.

25 10. The system according to claim 9, wherein the central relationship system provides means for identifying an appropriate end user for the particular sales campaign.

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11. The system according to claim 8, wherein the means for sending is a streaming system that provide for the transmission of information to the end user via a global communication network.

12. The system according to claim 11 wherein the global communication network is the Internet.
13. The system according to claim 8, further comprising a web conferencing system thereby enabling a personal remote interaction between a sales professional and the end user.
14. The system according to claim 8, wherein the end user is identified by a personal identifier.
15. The system according to claim 14, wherein the personal identifier is an email address.
16. The system according to claim 8, wherein the identifier is a hyperlink.
17. The system according to claim 8, wherein the custom web-site or the personalised web-site or both comprise interactive components, said interactive components enabling integration of personalised information into the web-site prior to viewing by the end user.
18. A computer readable medium containing program instructions for execution on a computer system, which when executed by the computer system causes the computer system to perform method steps for delivering, via a global communication network, a personalised sales web-site to an end user, said method comprising the steps of:
 - a) generating a custom web-site for a particular sales campaign, said custom web-site enabling electronic access by the end user;
 - b) collecting and storing one or more first events, said first events defining the end user's interaction with the custom web-site;
 - c) generating a personalised sales web-site, said personalised sales web-site being a web-site created according to parameters based on the collected first events and the particular sales campaign;
 - d) sending a message including an identifier to the end user, said identifier enabling the end user to locate the personalised sales web-site, the end

- user subsequently being able to electronically access the personalised sales web-site; and
- e) collecting and storing one or more second events, said second events defining the end user's interaction with the personalised sales web-site;
- 5 wherein the collected and stored first and second events can be used to generate a second personalised sales web-site.